

## Reference to Related Applications

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located on top of the body member with a view of the region therein being adapted to hold printed media, such as ski maps, advertisement or the like.

One object of the present invention is to provide an improved media display system having enhances functional and/or ornamental features.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

FIG. 1 is an exploded top rear perspective view of a media display system according to one example of the present invention;

5        FIG. 2 is a top plan view of one example of the present invention;

FIG. 3 is a rear elevation view of the device of FIG. 2;

FIG. 4 is a left side elevation view of the device of FIG. 2, the right side elevation view being a mirror image thereof;

FIG. 5 is a bottom plan view of the device of FIG. 2;

10       FIG. 6 is a front elevation view of the device of FIG. 2; and

FIG. 7 is a top rear perspective view of the device of FIG. 2.

## DESCRIPTION OF THE PREFERRED EMBODIMENTS

For the purposes of promoting an understanding of the principles of the invention, reference will now be made to the embodiment illustrated in the drawings and specific language will be used to describe the same. It will nevertheless be understood that no limitation of the scope of the invention is thereby intended, and alterations and modifications in the illustrated device and method, and further applications of the principles of the invention as illustrated therein are herein contemplated as would normally occur to one skilled in the art to which the invention relates.

One example of the invention is set forth in FIGS. 1-7 as system 20. System 20 includes body member 22. It has a left side 24, a right side 26, a front side 28 and a rear side 30.

One or more frame members are provided, such as central frame member 50, right frame 52 and left frame 54. Preferably, each of these frame members partially or completely encloses a central viewable region, such as viewable region 56 through which printed media may be seen. Such printable media is illustrated in FIG. 1 as "MAP" "AD" for printable media 60, 62 and 64.

In the preferred version, each of the printed media has a top side 66 and an opposite side opposite thereto facing downwardly towards body member 22. Preferably, such printed media is protected by a clear plastic film, at least several mills in thickness. Moreover, preferably the imagery is reverse printed in the bottom side of such film. For example, the map lines, trees, and so forth would be reverse printed on the bottom side, and often times printed with the backing color (e.g. white ink). In this way, when the film is mounted between frame 50 and body member 22, the top surface 66 which typically is exposed through viewable region 56 protects the printed ink from scuffing, wear and the like. As illustrated, one approach is to have the three frames, left frame, right frame and central frame. It may be preferable to have a map in the

central region showing steep paths and terrain, with advertisements in the other frames. Such advertisements may be sold or leased as a revenue source. Naturally, other combinations may be used, including advertisements in the middle and maps on either side, all advertisements, all maps, or other printed media. It is possible, although not preferred, to have permanently  
5 installed printed media. However, it is preferred to have the interchangeable media, sheet 60, 62, and 64, held between the frames and the body member. In this way, the printed media may be changed from time to time by the operator.

Optionally, the printed media, such as sheet 60, may have holes cut therein such as hole opening 68 through which tab 58, which was downwardly projecting, projects. Preferably, such  
10 tab may be equipped with a latch tab which snaps into place in a corresponding opening in body member 22 to hold frame 50 in place. As illustrated in FIG. 1, plurality of tabs, with and without tabs may be provided with corresponding openings punched or otherwise formed in the sheet 60 and other sheets. Such tabs provide registry and maintain the printed media flat, and smooth along the top surface 32 of the body member. Preferably, one or more fasteners, such as screws  
15 (not shown) are screwed through holes, such as hole 27 (see FIG. 1) located in the perimeter flange of body member 22. Such screws are screwed upwardly into the corresponding frame member to help hold it in place. In the preferred embodiment, the outside frame members may be held in place by only two screws due to the hook coupling in the opposite inboard end of frame 52, said hook being shown at 29 (see FIG. 1).

20 Optionally, body member 22 may include one or more recesses, such as recess 34, molded therein. Such recesses provide dimensionally stiffness in body member 22 as well as providing a bottom surface on which to mount loop member 34, loop member 36 and loop member 38 (see FIG. 5) as well as other loop members as shown. Such loop members preferably

are formed from metal strips wrapped in a loop which goes around the lateral cross restraint bar of the ski-lift chair. Loops preferably have a top flange and bottom flange projecting tangentially from the circle formed by the loop with the tangent tabs having aligned holes drilled therein. The aligned holes received a screw through both of the holes. The screw holds the loop, such as  
5 loop 34, in place and the screw secures into the molded plastic forming body member 22. For example, one of the screws holding a loop member in place shown in FIG. 5 is screwed into molded recess 34 of the body member. Preferably, the body member is molded with twin holes on forward side and rearward side of the alignment of the loops. In this way, as illustrated by the staggering position of loop members 36, 37 and 38, the loop members may be oriented with three  
10 or more of them such that the flanges and screws holding the loop member in place are offset with each other, forward and reverse or other opposite directions. In this way, the screw holes are in a non-linear arrangement, providing a more stable and secure base to mount the system to the lateral crossbar restraint of the chair lift. As the screws are tightened down, the flanges are urged together, cinching the loop members tightly around the crossbar, gripping it tightly and  
15 preventing it from rotating with respect to the crossbar.

Preferably, system 20 has an ornamental appearance which is also aerodynamic. In this regard, one aspect of this is that the length "L" (see FIG. 4) is greater than the thickness "T" of system 20, and preferably is at least two times, and preferably three times greater than thickness "T". Moreover, top surface 32 is preferably convex along the direction of the length from front  
20 28 to rear 30. As illustrated in FIG. 4, semi-cylindrical recess 40 runs along the entire width of system 20 so as to receive the lateral restraint crossbar therein. Note that as shown in FIG. 4, the metal holding clamps looped around the crossbar are removed. As illustrated in FIGS. 2 and 5, the front or leading edge 28 faces forwardly with respect to the ski-lift chair and is swept

rearwardly along the width of the leading edge from a central region thereof (i.e. the central 1/3 thereof) to the left and the right sides of body member 22. The extreme right and left tips are rounded when viewed from a plan view.

While the invention has been illustrated and described in detail in the drawings and foregoing  
5 description, the same is to be considered as illustrative and not restrictive in character, it being understood that only the preferred embodiment has been shown and described and that all changes and modifications that come within the spirit of the invention are desired to be protected.